RINGKASAN

Ubi kayu di Kecamatan Kejobong berpotensi untuk dikembangkan, karena dapat meningkatkan pendapatan petani. Pendapatan petani akan meningkat seiring dengan peningkatan produksi dan pemasaran yang efisien. Pemasaran ubi kayu melibatkan beberapa lembaga pemasaran yang membentuk saluran pemasaran. Panjang pendeknya saluran pemasaran akan berpengaruh terhadap besar kecilnya biaya dan keuntungan, yang menyebabkan perbedaan harga antara petani dengan konsumen. Tujuan penelitian ini adalah (1) Mengetahui saluran pemasaran ubi kayu di Kecamatan Kejobong Kabupaten Purbalingga, (2) Menghitung besarnya marjin pemasaran ubi kayu pada setiap saluran pemasaran, (3) Menghitung bagian harga yang diterima oleh petani (*farmer's share),* persentase biaya dan persentase keuntungan pada setiap saluran pemasaran, (4) Mengetahui saluran pemasaran yang paling efisien bedasarkan efisiensi teknis dan efisiensi ekonomis.

Penelitian dilakukan di Kecamatan Kejobong Kabupaten Purbalingga dengan sasaran petani ubi kayu dan lembaga pemasaran. Pemilihan lokasi dilakukan secara sengaja (*purposive)* dengan pertimbangan wilayah tersebut merupakan salah satu sentra produksi ubi kayu di Kabupaten Purbalingga. Metode penelitian yang digunakan adalah metode *survey* dengan rancangan pengambilan sampel yaitu *simple random sampling* dan *snowball sampling*, diperoleh 38 responden petani dan 7 responden pedagang perantara. Metode analisis data menggunakan analisis deskriptif, analisis marjin, *farmer's share*, analisis efisiensi teknis dan ekonomis.

Hasil penelitian menunjukkan bahwa: (1) Terdapat 4 saluran pemasaran ubi kayu di Kecamatan Kejobong, dengan rincian: Saluran I yaitu petani – pedagang besar – pedagang pengecer – konsumen, saluran II yaitu petani – pengumpul – pedagang besar – konsumen, saluran III yaitu petani – pedagang besar – konsumen dan saluran IV yaitu petani – konsumen. (2) Marjin pemasaran ubi kayu di Kecamatan Kejobong pada setiap saluran pemasaran yaitu: Saluran I memiliki marjin pemasaran sebesar Rp2.750,00 per kilogram, saluran pemasaran II sebesar Rp1.800,00 per kilogram, saluran pemasaran III sebesar Rp1.800,00 per kilogram dan saluran pemasaran IV sebesar Rp1.425,00 per kilogram. (3) *Farmer's share* terbesar ada pada saluran pemasaran IV sebesar 100 persen. Persentase biaya terkecil ada pada saluran IV sebesar 18,80 persen. Persentase keuntungan terbesar terdapat pada saluran IV yaitu sebesar 77,29 persen. (4) Berdasarkan nilai indeks efisiensi teknis dan efisiensi ekonomis, saluran IV merupakan saluran paling efisien secara teknis dan ekonomis, karena pada saluran IV indeks efisiensi teknisnya paling kecil dan indeks efisiensi ekonomisnya paling besar dibandingkan dengan saluran pemasaran lainnya.

SUMMARY

Cassava in Kejobong Sub-District is potential to be developed because it can increase the income of farmers. Farmers' income may increase with the increase in the efficient production and marketing. The marketing of cassava involves several marketing agencies that make up the marketing channels. The length of marketing channels may affect the size of costs and profits which cause the price difference between farmers and consumers. The purposes of this research were (1) to determine the marketing channels of cassava in Kejobong Sub-District, Purbalingga Regency, (2) to calculate the amount of marketing margin in each marketing of cassava channel, (3) to calculate the share price earned by farmers (farmer's share), to calculate cost percentage and percentage of profits in each marketing of channel, (4) to determine the most efficient marketing channel based on technical and economical efficiency.

The research was conducted in Kejobong Sub-District, Purbalingga Regency with the target of cassava farmers and marketing agencies. The selection of location was performed purposively by considering that the region mentioned is one of the centers of cassava production in Purbalingga. The method was survey method with the sampling designs of Simple Random Sampling and Snowball Sampling. It was obtained 38 farmers as respondents and 7 brokers as respondents. Data analysis method in this research used descriptive analysis, margin analysis, farmer's share, and technical and economical efficiency analysis.

The results indicated that: (1) there were 4 marketing channels of cassava in Kejobong Sub-District with details that: Channel I is farmers – wholesalers – retailers – consumers, Channel II is farmers – collectors – wholesalers – customers, Channel III is farmers – wholesalers – consumers and Channel IV is farmers – consumers. (2) Marketing margin of cassava in Kejobong Sub-District in each marketing channel was that: Marketing channel I had marketing margin of Rp2,750.00 per kilogram, marketing channel II had Rp1,800.00 per kilogram, marketing channel III had Rp1,800.00 per kilogram and marketing channel IV had Rp1,425.00 per kilogram. (3) The biggest farmer's share was in marketing channel IV of 100 percent. The smallest cost percentage was in channel IV of 18.80 percent. The highest profit percentage was in channel IV of 77,29 percent. (4) Based on the index value of technical and economical efficiency, channel IV was the most efficient channel technically and economically because channel IV is the smallest technical efficiency index and the greatest economical efficiency index than other marketing channels.